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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	10/634,518	
	Filing Date	August 4, 2003	
	First Named Inventor	Jason Ewell	
	Art Unit	3627	
	Examiner Name	TBA	
Total Number of Pages in This Submission	2	Attorney Docket Number	60655.2200

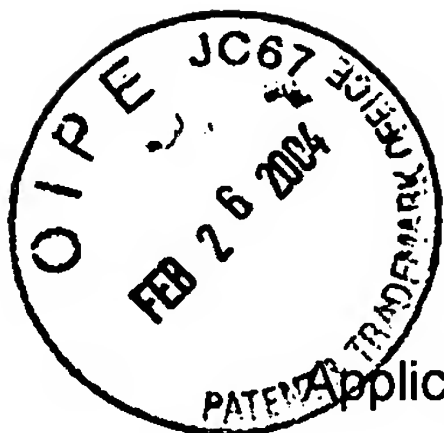
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
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Signature	
Date	February 23, 2004

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Applicant(s): Jason Ewell, et al.

Attorney Docket No.: 60655.2200

Serial No.: 10/634,518

Group Art Unit: 3627

Filed: August 4, 2003

Examiner: TBA

Title: SYSTEM AND METHOD FOR
FACILITATING DISTRIBUTION OF
INCENTIVES FROM A MERCHANT TO A
PARENT

Confirmation No.: 6884

POWER OF ATTORNEY BY ASSIGNEE

AND CERTIFICATE UNDER 37 CFR 3.73(b)

American Express Travel Related Services Company, Inc. (hereinafter "Assignee"), a corporation having a place of business at General Counsel's Office, American Express Tower, World Financial Center, New York, New York 10285-4900, certifies that to the best of Assignee's knowledge and belief, it is the assignee of the entire right, title, and interest in and to the above-captioned United States patent application and represents that the undersigned is a representative authorized and empowered to sign on behalf of the Assignee.

Ownership of the above-identified patent application is established by virtue of the following documentary evidence that has been reviewed by the undersigned:

An assignment from the inventor(s) of the patent application identified above. The assignment was recorded in the Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

American Express Travel Related Services Company, Inc., the Assignee of the entire right, title, and interest in and to the above-captioned United States patent application and all inventions disclosed and claimed therein, hereby revokes all previous powers of attorney or authorization of agent given in the above-identified application and hereby appoints as its attorneys to prosecute the above-captioned United States patent application and to transact all business in the United States Patent and Trademark Office connected therewith and with the resulting patent, individually and collectively:

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Please send all further correspondence to Snell & Wilmer L.L.P. at the above address.

By: _____

Title: Stephen P. Norman, Secretary

Date: 2-19-04